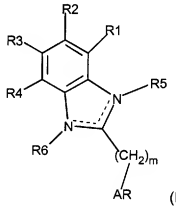
Amendments to the claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1 to 44 (Cancelled).

45. (New) A method of treating of thrombocytopenia in a mammal, including a human, in need thereof which comprises administering to such mammal a therapeutically effective amount of a compound of Formula (I):

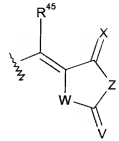


(I)

wherein:

the B ring has one double bond where indicated by the broken lines, provided that R^5 is absent when the nitrogen attached thereto has a double bond and provided that R^6 is absent when the nitrogen attached thereto has a double bond;

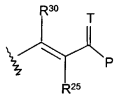
R^1, R^2, R^3 and R^4 are each independently selected from hydrogen, $-(CH_2)_pOR^{10}$, $-C(O)OR^{10}$, formyl, nitro, cyano, halogen, aryl, substituted aryl, substituted alkyl, $-S(O)_nR^{10}$, cycloalkyl, $-NR^{11}R^{12}$, protected –OH, $-CONR^{11}R^{12}$, phosphonic acid, sulfonic acid, phosphinic acid, $-SO_2NR^{11}R^{12}$, a heterocyclic methylene substituent as represented by Formula (III),



(III),

and

a substituent as represented by Formula (VII),



(VII)

where,

p is 0-6,

n is 0-2,

W and Z are each independently selected from C, O, S and NR^{16}, where R^{16} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

V and X are each independently selected from O, S and NR^{16}, where R^{16} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{10} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{11} and R^{12} are each independently selected from hydrogen, alkyl, substituted alkyl, C_{3-6}cycloalkyl, and aryl,

or R^{11} and R^{12} taken together with the nitrogen to which they are attached represent a 5 to 6 member saturated ring containing up to one other heteroatom selected from oxygen and nitrogen,

T is absent or selected from O, S and NR^{16}, where R^{16} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

P is selected from OR^{10}, SR^{10}, $NR^{11}R^{12}$, and R^{10}, where R^{10} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{25} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{30} is selected from: hydrogen, alkyl, halogen, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl, and

R^{45} is selected from: hydrogen, alkyl, halogen, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl;

R^5 is absent when the nitrogen attached thereto has a double bond or selected from the group consisting of: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl;

R^6 is absent when the nitrogen attached thereto has a double bond or selected from the group consisting of: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl;

m is 0-6; and

AR is a cyclic or polycyclic aromatic ring containing from 3 to 16 carbon atoms, optionally containing one or more heteroatoms, provided that when the number of carbon atoms is 3 the aromatic ring contains at least two heteroatoms and when the number of carbon atoms is 4 the aromatic ring contains at least one heteroatom, optionally substituted with one or more substituents selected from the group consisting of: alkyl, substituted alkyl, cycloalkyl, substituted cycloalkyl, aryl, substituted aryl, aryloxy, hydroxy, alkoxy, acyloxy, $-NR^{13}R^{14}$, N-acylamino, N-sulfonylamino, nitro, cyano, halogen, $-C(O)OR^{10}$, $-C(O)NR^{13}R^{14}$, $-S(O)_2NR^{13}R^{14}$, $-S(O)_nR^{10}$, protected -OH, and alkyl substituted with one or more substituents selected from the group consisting of: alkoxy, acyloxy, aryl, substituted aryl, amino, N-acylamino, oxo, hydroxy, cycloalkyl, substituted cycloalkyl, $-C(O)OR^{10}$, $-S(O)_2NR^{13}R^{14}$, $-S(O)_nR^{10}$, aryloxy, nitro, cyano, halogen, and protected –OH,

where

n is 0 to 2;

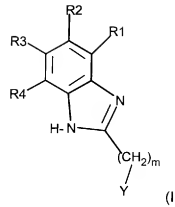
R^{10} is selected from the group consisting of: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl, and

R^{12} and R^{13} are independently selected from the group consisting of: hydrogen, cycloalkyl, C_1-C_{12}aryl, substituted cycloalkyl, substituted C_1-C_{12}aryl, alkyl or alkyl substituted with one or more substituents selected from the group consisting of: alkoxy, acyloxy, aryloxy, $-NR^{10}R^{10}$, N-acylamino, oxo, hydroxy, $-C(O)OR^{10}$, $-S(O)_nR^{10}$, $-C(O)NR^{11}R^{10}$, $-S(O)_2NR^{10}R^{10}$, nitro, cyano, cycloalkyl, substituted cycloalkyl, halogen, C_1-C_{12}aryl, substituted C_1-C_{12}aryl, and protected –OH,

where n and R^{10} are as described above;

and pharmaceutically acceptable salts, hydrates, solvates and esters thereof.

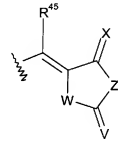
46. (New) The method of claim 45 wherein the compound is a compound of the following Formula (II):



(II)

wherein:

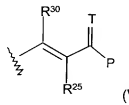
R^1, R^2, R^3 and R^4 are each independently selected from hydrogen, $-(CH_2)_pOR^{10}$, $-C(O)OR^{10}$, formyl, nitro, cyano, halogen, aryl, substituted aryl, substituted alkyl, $-S(O)_nR^{10}$, cycloalkyl, $-NR^{11}R^{12}$, protected –OH, $-CONR^{11}R^{12}$, phosphonic acid, sulfonic acid, phosphinic acid, $-SO_2NR^{11}R^{12}$, a heterocyclic methylene substituent as represented by Formula (III),



(III),

and

a substituent as represented by Formula (VII),



(VII)

where,

p is 0-6,

n is 0-2,

W and Z are each independently selected from C, O, S and NR^{16}, where R^{16} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

V and X are each independently selected from O, S and NR^{16}, where R^{16} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{10} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{11} and R^{12} are each independently selected from hydrogen, alkyl, substituted alkyl, C_{3-6}cycloalkyl, and aryl,

or R^{11} and R^{12} taken together with the nitrogen to which they are attached represent a 5 to 6 member saturated ring containing up to one other heteroatom selected from oxygen and nitrogen,

T is absent or selected from O, S and NR^{16}, where R^{16} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

P is selected from OR^{10}, SR^{10}, $NR^{11}R^{12}$, and R^{10}, where R^{10} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{25} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl,

R^{30} is selected from: hydrogen, alkyl, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl, and

R^{45} is selected from: hydrogen, alkyl, halogen, cycloalkyl, C_1-C_{12}aryl, substituted alkyl, substituted cycloalkyl and substituted C_1-C_{12}aryl;

m is 0-6; and

Y is a cyclic or polycyclic aromatic ring containing from 4 to 14 carbon atoms, optionally containing from one to three heteroatoms, and optionally substituted with one or more substituents selected from the group consisting of: alkyl, substituted alkyl, C_1-C_{12}aryl, substituted cycloalkyl, substituted C_1-C_{12}aryl, hydroxy, aryloxy, alkoxy, cycloalkyl, nitro, cyano, halogen and protected –OH;

and pharmaceutically acceptable salts, hydrates, solvates and esters thereof.

47. (New) The method of claim 45 wherein the compound is selected from:

5-{2-[6-(3,4-Dichloro-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[6-(3,4-Dimethyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

(E)-3-{2-[6-(4-tert-Butyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-yl}-2-methyl-acrylic acid;

5-{2-[5-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[4-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[5-(4-tert-Butyl-phenyl)-furan-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-[2-(4'-tert-Butyl-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one; and

5-[2-(4'-tert-Butyl-2-hydroxy-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one;

and pharmaceutically acceptable salts, hydrates, solvates and esters thereof.

48. (New) The method of claim 45, wherein the mammal is a human.

49. (New) The method of claim 48, wherein the compound is selected from:
5-{2-[6-(3,4-Dichloro-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[6-(3,4-Dimethyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

(E)-3-{2-[6-(4-tert-Butyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-yl}-2-methyl-acrylic acid;

5-{2-[5-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[4-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[5-(4-tert-Butyl-phenyl)-furan-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-[2-(4'-tert-Butyl-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one; and

5-[2-(4'-tert-Butyl-2-hydroxy-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one;

and pharmaceutically acceptable salts, hydrates, solvates and esters thereof.

50. (New) A method of enhancing platelet production in a mammal, including a human, in need thereof which comprises administering to such mammal a therapeutically effective amount of a compound of Formula (I) as described in Claim 45.

51. (New) The method as claimed in Claim 50, wherein the mammal is a human.

52. (New) The method of claim 51, wherein the compound is selected from:
5-{2-[6-(3,4-Dichloro-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[6-(3,4-Dimethyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

(E)-3-{2-[6-(4-tert-Butyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-yl}-2-methyl-acrylic acid;

5-{2-[5-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[4-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[5-(4-tert-Butyl-phenyl)-furan-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-[2-(4'-tert-Butyl-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one; and

5-[2-(4'-tert-Butyl-2-hydroxy-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one;

and pharmaceutically acceptable salts, hydrates, solvates and esters thereof.

53. (New) A method of agonizing the TPO receptor in a subject which comprises administering an effective amount of a compound of Formula (I), as described in claim 45.

54. (New) A method of Claim 45 further comprising co-administering a therapeutically effective amount of an agent selected from the group consisting of: a colony stimulating factor, cytokine, chemokine, interleukin or cytokine receptor agonist or antagonists, soluble receptors, receptor agonists or antagonist antibodies, or small molecules or peptides that act by the same mechanisms one or more of said agents.

55. (New) A compound selected from:
5-{2-[6-(3,4-Dichloro-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[6-(3,4-Dimethyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

(E)-3-{2-[6-(4-tert-Butyl-phenyl)-pyridin-2-yl]-1H-benzoimidazol-5-yl}-2-methyl-acrylic acid;

5-{2-[5-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[4-(3,4-Dimethyl-phenyl)-thiophen-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-{2-[5-(4-tert-Butyl-phenyl)-furan-2-yl]-1H-benzoimidazol-5-ylmethylene}-2-thioxo-thiozolidin-4-one;

5-[2-(4'-tert-Butyl-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one; and

5-[2-(4'-tert-Butyl-2-hydroxy-biphenyl-3yl)-1H-benzoimidazol-5-ylmethylene]-2-thioxo-thiozolidin-4-one;

and pharmaceutically acceptable salts, hydrates, solvates and esters thereof.